BACK TO WORK CONNECT

RETURNER FRIENDLY RECRUITMENT TRAINING

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ABOUT US

Back to Work Connect is a talent resourcing platform revolutionising how employers connect with midlife Returners —an untapped pool of skilled talent.

With 76% of employers struggling to fill roles due to a talent shortage, and governments worldwide introducing legislation to address gender imbalance and pay gaps, businesses need smarter hiring solutions.

Right now, over 96 million women aged 35-50 worldwide are on a career break. Re-connecting Returners to education and employment make perfect business sense as companies with a diverse workforce are 21% more profitable. That's why we created a long-term, accessible solution to help employers combat this problem.

Our Returner Friendly Jobs Board provides valuable, anonymised data that helps employers optimise their job postings and improve their conversion rates. By analysing key metrics, we offer insights into how midlife Returners engage with job listings, allowing employers to tailor their job descriptions for maximum impact.

LET'S GET STARTED

This training programme is designed to equip Talent Acquisition and HR professionals with the knowledge and skills to identify Returner CVs, understand their unique value, and confidently put them forward for interviews.

This training program will focus on raising awareness of career Returners, addressing common biases, and providing practical tools to assess their potential effectively.
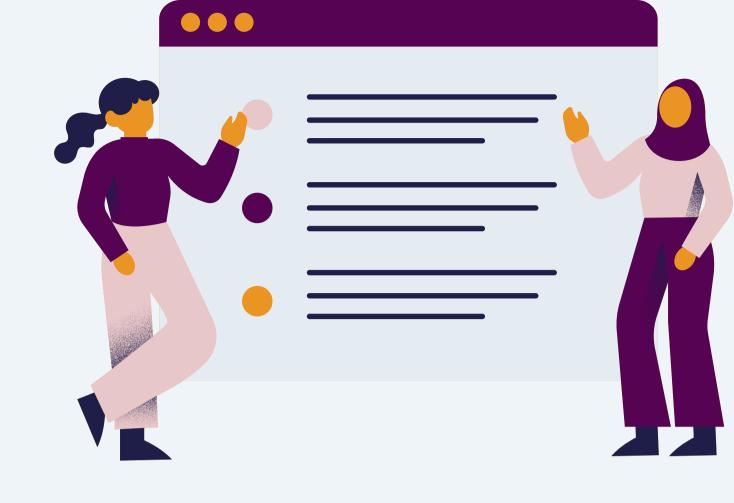
MODULE 1: UNDERSTANDING RETURNERS

Objective: Define who Returners are and why they are valuable to the workforce.

What is a Returner?

Creating a business case for hiring Returners:

Addressing skills shortages
Enhancing diversity and inclusion
Proven adaptability, resilience, and motivation
Common myths and misconceptions about returners

Activity: Group discussion – "What comes to mind when you hear 'career break'?"

MODULE 2: IDENTIFYING RETURNER CVS

Objective: Help TA professionals recognise and fairly assess Returner CVs.

Common features of a Returner CV:
Career gaps (often 2+ years)
Skills-based or functional CV formats
Strong previous experience but a time gap

How to interpret career breaks positively:
Transferable skills gained during a break (e.g., project management, leadership, problem-solving)
Continuous learning (volunteering, certifications, freelance work)
Avoiding unconscious bias when reviewing CVs

Activity: CV Review – Compare traditional vs. Returner

MODULE 3: ENCOURAGING RETURNERS INTO THE INTERVIEW PROCESS

Objective: Equip TA teams with strategies to advocate for Returners and facilitate a fair interview process.

How to position a returner candidate to hiring managers:
Highlighting past achievements and relevant skills over career gaps
Emphasising transferable skills and learning agility

Structuring interviews for returners:
Focusing on skills, potential, and motivation
Using competency-based questions
Providing confidence-boosting feedback

Activity: Role-play – Present a returner's profile to a hiring manager.

MODULE 4: CREATING A RETURNER-FRIENDLY HIRING PROCESS

Objective: Ensure long-term success by embedding inclusive hiring practices.

Adjusting job descriptions to be Returner-friendly (e.g., removing unnecessary years of recent experience, focusing on core skills)

Offering Returnship programs or mentoring support

Encouraging flexible work options to support re-entry

Tracking and evaluating returner hiring success

Activity: Action Planning – Each participant identifies one change they can implement immediately.

FOLLOW-UP & RESOURCES

- Returner CV checklist for TA teams

- Bias-awareness toolkit

Final Takeaway:
By championing Returners, TA professionals not only tap into an overlooked talent pool but also contribute to a more inclusive and diverse workplace.

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THANK YOU FOR YOUR ATTENDANCE TODAY